

why MotoNovo is the team to lead the fight-back

As we draw closer to the media launch of our ground-breaking [findandfundmycar.com](#) platform in January, I wanted to share with you why I believe so passionately that this initiative is the right thing for motor dealers - and why MotoNovo Finance is so well suited to lead such a bold and ambitious change.

Over the last decade we have made many outstanding achievements:

- ▶ Grown our market share from under 2% to over 20% - something we couldn't have accomplished without our dealers;
- ▶ Proven our ability to transform and disrupt an established finance market dominated by iconic brands;
- ▶ Taken MotoNovo Finance from a new brand to a multi-award winning market leader;
- ▶ Innovated continuously, bringing dealers new technology to make finance faster and more accessible;
- ▶ Helped dealers to adapt to new regulation.

To do this we have had to be bold, be imaginative and ambitious. Our commitment to innovation and change has always had an absolute market focus; for us, car dealers and buyers have always been at the heart of our business and central to the decisions we make.

Looking ahead, there are further significant challenges on the horizon, including falling levels of aftersales, a growing shift towards omni-channel retailing, the impact of 'clean air' environmental changes, and new levels of data protection, most notably, GDPR.

But where others see challenges, we have always seen opportunities. Our industry needs to evolve, or the role of the dealer could become increasingly marginalised. MotoNovo Finance is the business that can help dealers adapt to this change. Our approach to car sales aggregation is based upon three truths:

- 1. A car sales aggregation business is nothing without dealer stock;**
- 2. All the power rests with dealers – without their stock there is no aggregator;**
- 3. This power needs to be realised by current aggregators and dealers alike.**

Together we can lead the revolution needed for this increasingly dynamic marketplace. By working in a co-operative spirit and harnessing dealers' power, the dealer industry itself can create its own, better, future.

We need your support – the success of findandfundmycar.com will only be limited by the capacity of dealers to support it. MotoNovo Finance has already proved it is a catalyst for positive change; join us and be a part of the feel good car buying and selling revolution.

Best Wishes



Mark Standish
Group CEO - MotoNovo Finance

Speak to your MotoNovo Finance Account Manager today to get yourself signed up to the revolution!

